Program Insight Survey 2020
Results Report

1.0 About this report

1.1 What is the purpose of the survey

The survey is a series of questions asked in four sections. The questionnaire is designed to help us as a community to plan for 2021 strategically, to decide how the Igbo Wiki UG can prioritize activities, understand our strengths and the areas we need to improve all towards moving closer to achieving our objectives as a group.

1.2 When was the survey conducted?

The survey was conducted for two weeks from 8th to 22nd of September 2020. The information was designed and collected online using a survey app called Qualtrics..

1.3 Type of questions asked in the survey

The survey has four parts: -

- Part One: The consent form.

- Part Two: Four Demographic questions about gender, location and membership.

- Part Three: Seven Program questions that seek to understand the programs of priority for our group.

- Part Four: Two Inventory questions to understand our areas of strength, weaknesses and opportunities based on specific areas.

1.4 How many people participated in the survey?

Nineteen people participated in the survey, and eighteen are members of the Igbo Wikimedians User Group. This anonymous survey report briefly presents findings and analysis of respondents own assessment and understanding of the User Groups project priorities in correlation with our objectives and the Wikimedia Foundation mission and vision.

2.0 Demography

From this part of the survey, we will learn about the makeup of respondents, their gender distribution, their membership duration and location.

2.1 User Group Membership

Respondents were asked if they are members of the Igbo Wikimedians User Group the result below shows the number of the percentage that answered 'Yes', ' Maybe' and 'No'.
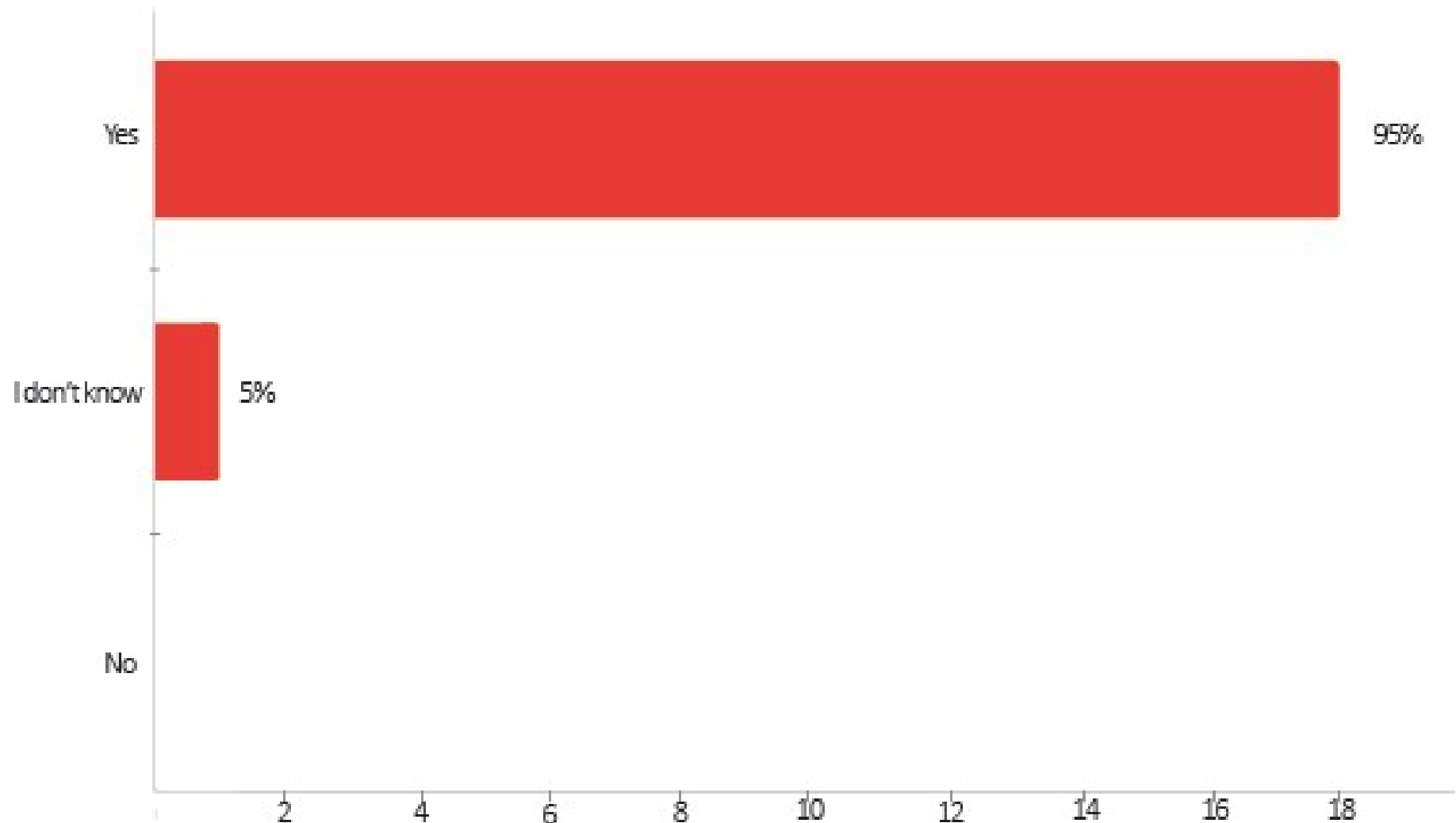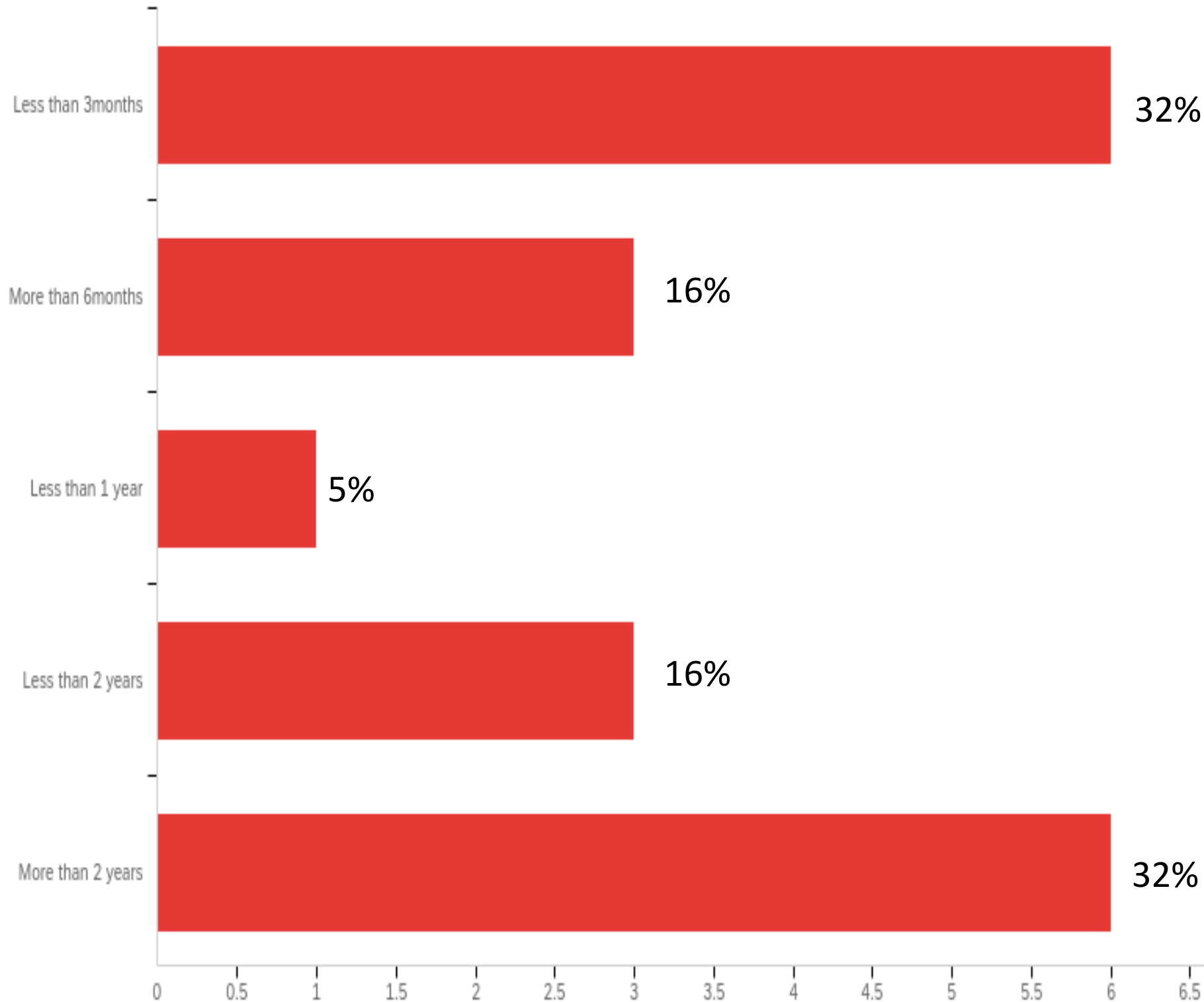

figure 1

Figure 1 indicates that respondents were mostly members who have attended any of our events and identifies themselves as one of us.

2.2 Duration of Membership

figure 2

Respondents were asked to indicate how long they have been members of the User Group; figure 2 shows the result.

The respondents' duration of membership as at the time of the survey are mostly 'less than 3months' and 'more than 2years'.

2.3 Gender distribution

Figure 3 below shows that Females mostly participated in the survey.

Female — 74%

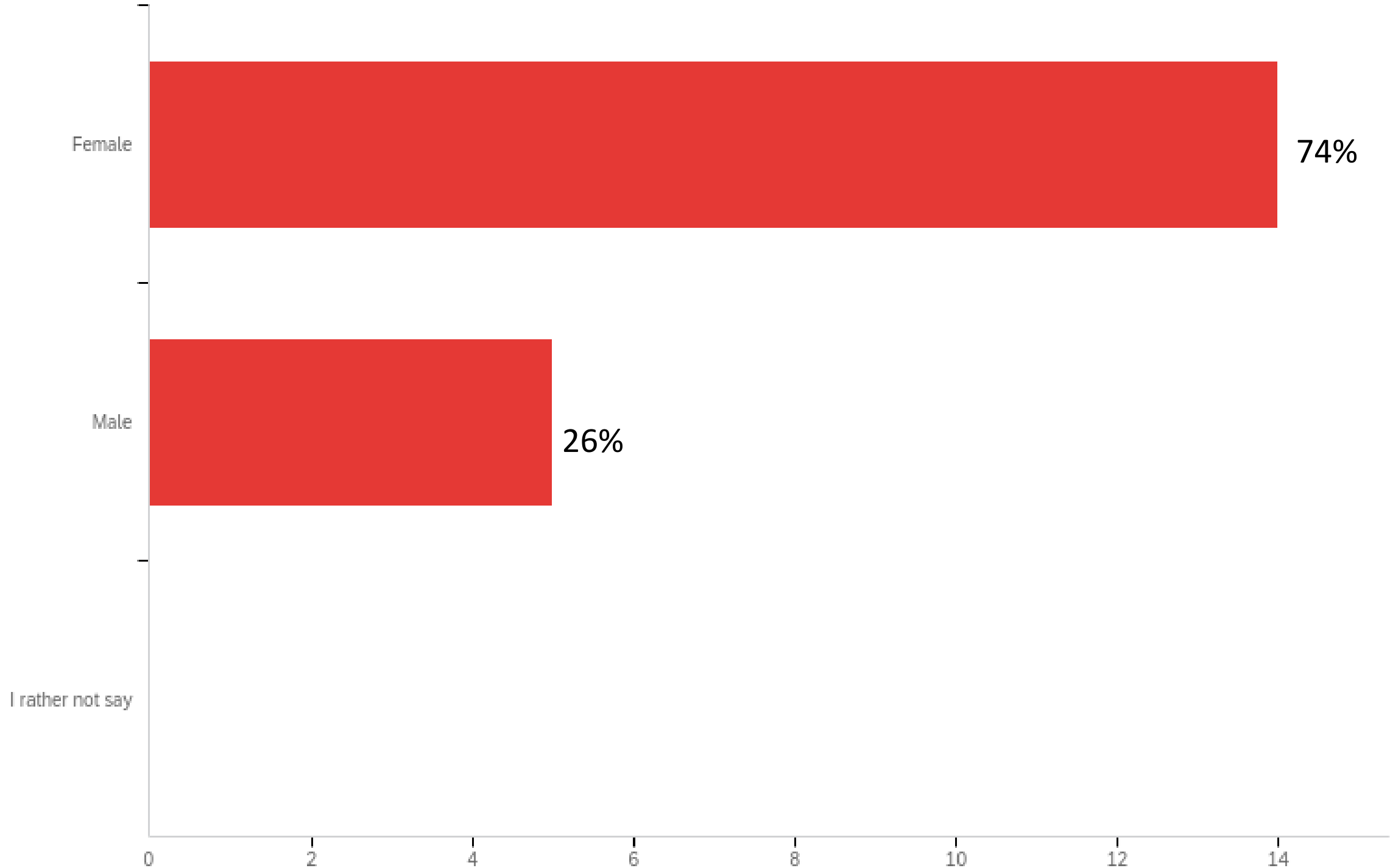Male — 26%

I rather not say

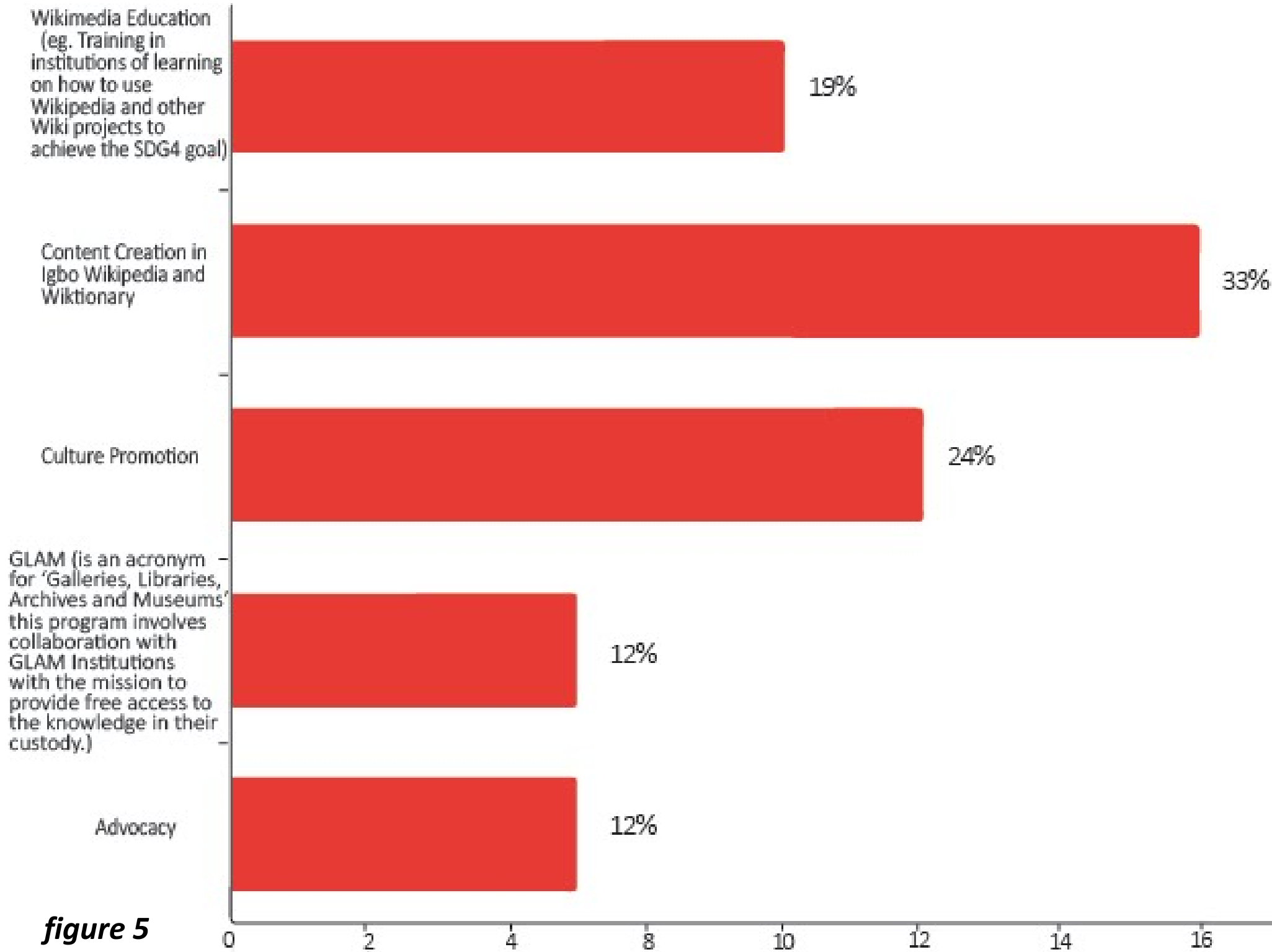*figure 3*

2.4 Location distribution

figure 4

Location of respondents are distributed in the following cities:

- Abuja 9
- Anambra 1
- Aba 1
- Awka 1
- Benin City 1
- Lagos 1
- Onitsha 1
- Owerri 3
- Umuahia 1

3.0 Programs priority for 2021

figure 5

Wikimedia Education (eg. Training in institutions of learning on how to use Wikipedia and other Wiki projects to achieve the SDG4 goal) — 19%

Content Creation in Igbo Wikipedia and Wiktionary — 33%

Culture Promotion — 24%

GLAM (is an acronym for 'Galleries, Libraries, Archives and Museums' this program involves collaboration with GLAM Institutions with the mission to provide free access to the knowledge in their custody.) — 12%

Advocacy — 12%

Respondents were to choose two programs from a list of five; this list was made base on grouping a collection of projects with similar targets and the ones that are common or recognised in the Foundation. Figure 5 shows the statistics.

Based on the data above, it is revealed that 33% indicated content creation as a high priority program for our the Igbo Wikimedians UG followed by culture promotion with 24%.

3.1 Reasons for respondents Program priority selection

A Compilation of respondents rationale for their selection of two programs.

In a sentence, please share your reasons for your selection in P2? (P2 - There are different programs (a collection of projects) that can move us towards achieving our objectives. Below is a list of programs, please select two programs below you think should be a priority for the User Group.)
I think that more intentional efforts should be put into getting the younger generation to key into the Igbo language and ultimately be re-oriented enough to be proud of it because that is our originality. We want more Igbo youths to be able to pride in our culture and portray us in good light to the global world.
Because I belong to a generation of people who consistently depend on Wikipedia to learn more about the Igbo culture.It would be great to have information from various individuals and institutions in a way that people can understand
Content creation and GLAM is key to free and open knowledge, which is sharing the sum of all knowledge with the world.
To the amplify igbo identity, voice and also tell our story as a people.
To increase awareness and stimulate interest
There is to have igbo content including primarily it culture available for the global community and prosperity
This is go a long way in helping us to achieve the aims and objectives of this group. Training the stakeholders in the institution will help us to reach more people while content creation will maximize the number of articles in our local language

In a sentence, please share your reasons for your selection in P2? (P2 - There are different programs (a collection of projects) that can move us towards achieving our objectives. Below is a list of programs, please select two programs below you think should be a priority for the User Group.)
We need to have more content in Igbo Wikipedia first before we can engage in other projects. Also running programs that will help people to create more content is necessary. I also chose working with GLAM because in Wikimedia Communities all over the world such collaborations work
Knowledge about Wikipedia and allied projects is still very low hence improving access to Knowledge held by GLAMs and training on using Wikimedia appear top priority at the moment.
It's always a great pleasure to promote our dear Igbo Language and culture.
Among the three major languages and cultures in Nigeria, Igbo is least promoted. This is the reason we should focus more on Igbo content creation and culture.
To ensure increased visibility and promotion of Igbo culture and identity.
I would have loved to select up to three. 1,2&3 but the option was just for two. Igbo Wikipedia is lacking behind in terms of content. More effort is needed to add contents and as well promote the Igbo culture at the same time. So, this I think is very important for now.
because Advocacy and trainings wll reach more people

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| In a sentence, please share your reasons for your selection in P2? (P2 - There are different programs (a collection of projects) that can move us towards achieving our objectives. Below is a list of programs, please select two programs below you think should be a priority for the User Group.) |
| I am passionate about Igbo cultural heritage and her promotion. I do believe that content Creation and cultural promotion concerning Igbo Language and Culture will a long way to helping the consolidation of Igboness globally. |
| These will help increase the number of contents we have. |
| Content creation will help improve the quality and no of our contents, also keep our community alive and involved.

Wikimedia Education will help increase awareness and bring in more people. |
| I am an igbo language enthusiat |

3.2 Reaspondents' reaction to the completeness of program list

Respondents were asked if all the programs that are common in free knowledge promotion were captured in the list. 68% response indicates that all programs were captured, while 32% indicated otherwise.
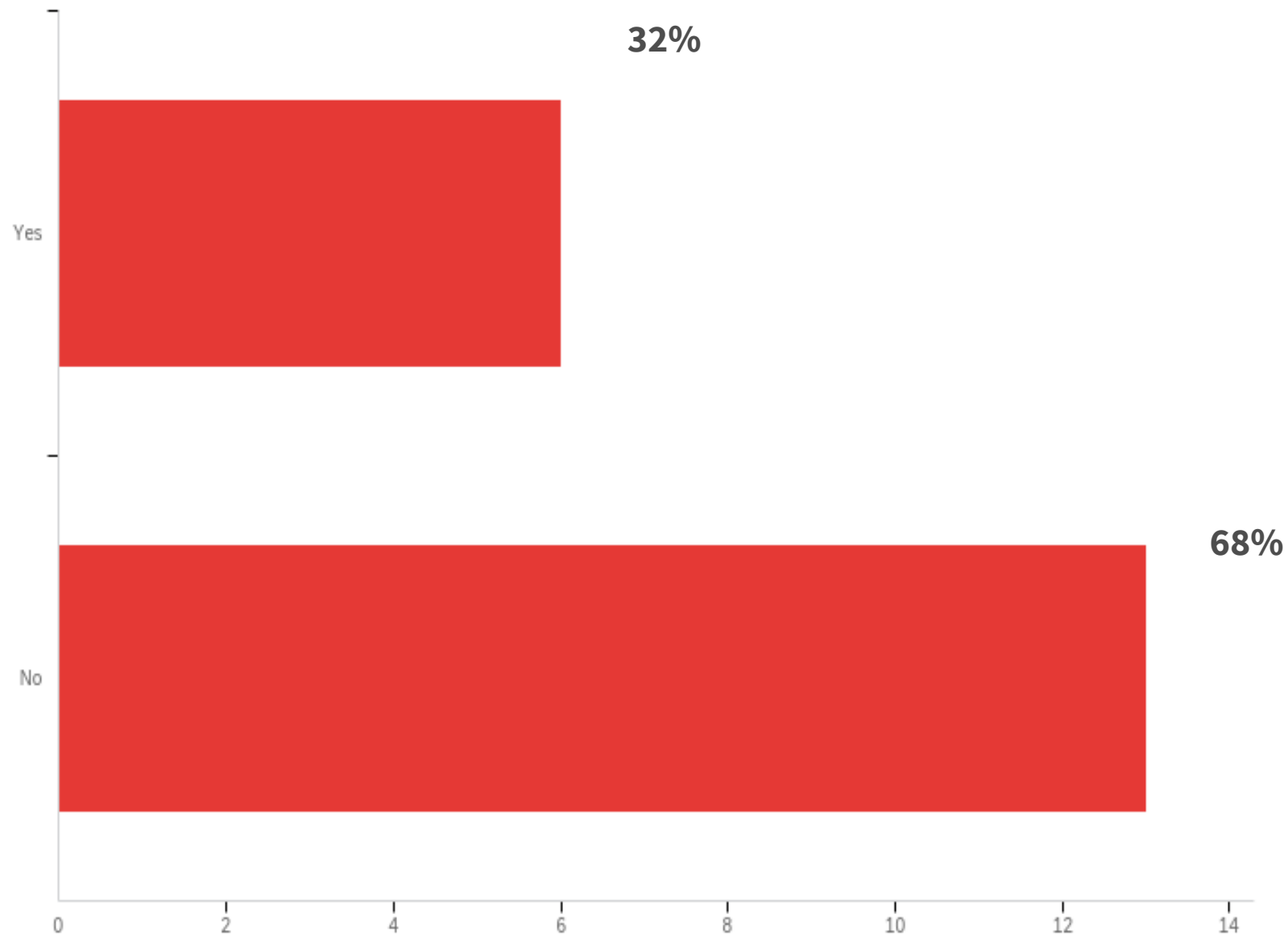
3.3 Respondents opinions on programs not captured

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| If your answer to P4 is 'Yes' please list or explain below. |
| Political representation |
| Promote teaching and learning of Igbo language |
| Curating prominent Igbo citizens and pressure groups to avoid global dys-information |
| Commons Photo Walk |
| Introduction of Dynamic/Interactive Media e.g videos, moving texts, animations. Also targeting the younger generation of people with a healthy dose of curiousity |
| There are needs to go to the grassroot to educatevthe you people about the importance of holding the Igbo cultural values to high esteem. This, I suggest should be done by engaging the stakeholders in various states that make up the Igbo nation. |

3.4 Involvement in User Groups Activities (initiation and involvement in projects)
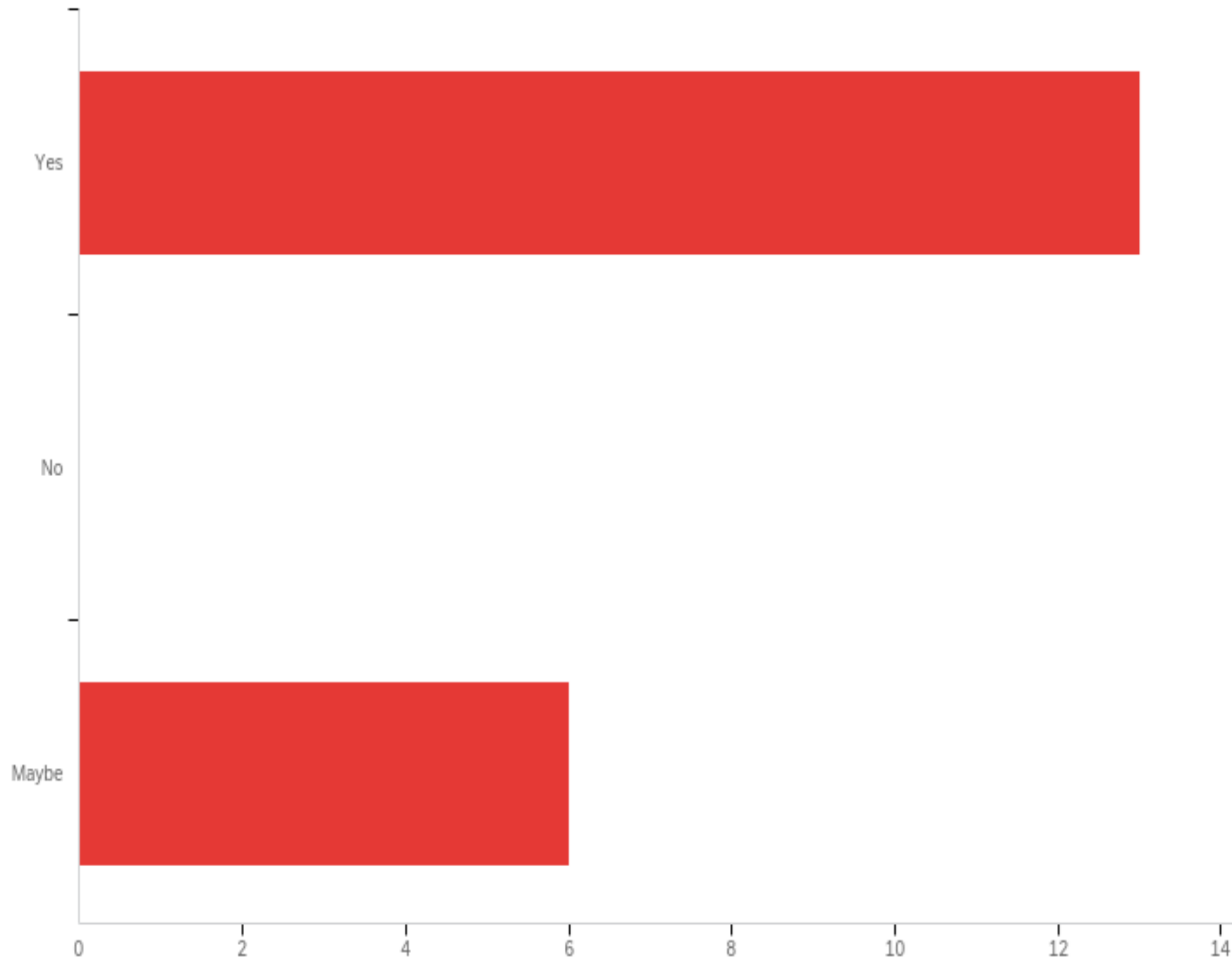
68% of respondent indicated an interest in initiating and executing projects in the User group and 31% had mixed feelings in initiating. Below is the statistics.

3.4 Projects, respondents are interested in initiating and executing

What type of project will you initiate and execute? Please explain in the box below.
Creating a collection of Igbo folklore in audio and video formats. This is an important albeit neglected aspect of the Igbo culture
Data collection and dissemination of Information
Development and promotion of Igbo language as a major subject in eastern primary and secondary schools in Nigeria.
Projects relating to the promotion of Igbo culture and those relating to wikimedia education
Discussing of different masquareds in Igbo land as well as adding their pictures. Adding articles on different festivals in Igbo land.
I can Organise a wikipedia seminar in my institution to sensitize the students
Trainings, outreach programs, Contests
Edit a thons, contests, trainings
Using Wikipedia in the classroom

3.5 Respondents suggestions on organisations to work with

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| Which organisation that their mission and vision align with ours do you think we can collaborate with? Please list in the box below. |
| Google |
| Centre for Memories, Enugu. |
| BBC Igbo, Higher Institutions of learning in the East, War Museums, Libraries. |
| Nigeria Wikibrarian, Nigeria wiki community |
| Ezenwata Group Onitsha Archdiocese , The Monarch of Onitsha Kingdom and its Obi in Council and Radio Sapiensia |
| - Nigerian Book Foundation (started by Prof Chukwuemeka Ike. Promotes literary activities in Igbo land)
 - Crater Library (Promotes literary activities in Enugu) |
| Not entirely sure at the moment |
| Not aware in the moment |
| No idea |
| UNESCO |

Reactions to questions on User Group performance
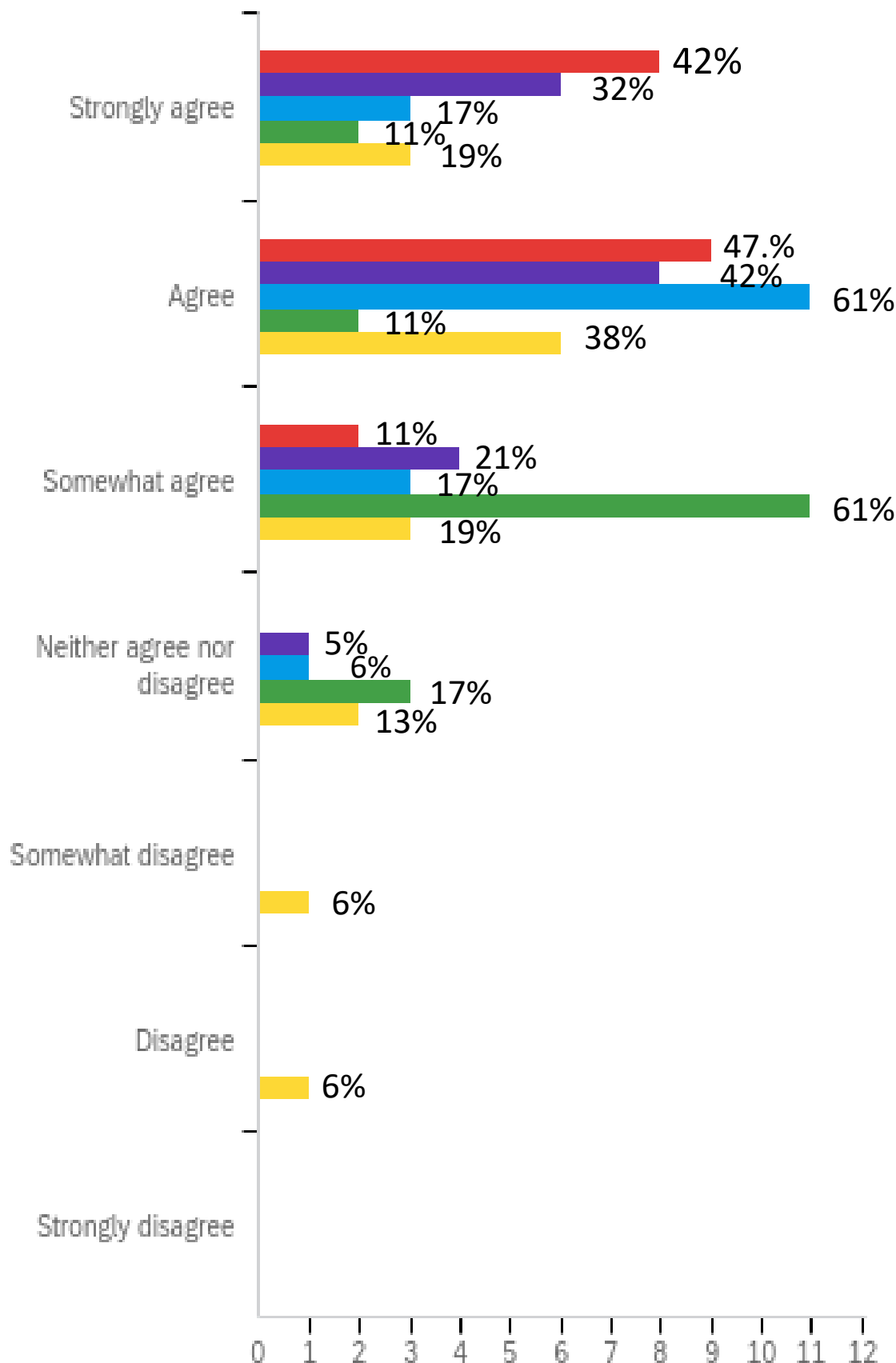
Reaction questions were asked to rate the User groups performance based on members opinions in the following area:

- Capacity to collaborate
- Communication
- Project impact
- New media presence
- Governance Structure.

■ We have the capacity to collaborate with other organisations that share in …
■ The UG representatives carry every member of the group along in our activit…
■ Our projects make impacts and are aligned to our objectives
■ The User group has a strong social media presence
■ Our governance structure is very clear and inclusive

The 'Capacity to collaborate' has the highest positive reaction (this includes the 'Strongly agree, agree and Somewhat agree' spectrum) while the 'Governance Structure' has the lowest positive response.

4.0 Conclusion

Based on the findings in the survey conducted, majority of the members of the Igbo Wikimedians User Group have the opinion that the program priority for the year 2021 should be on content creation, culture promotion and Wikimedia Education. Most of the reasons presented buttressed the fact that we lack educational content about Igbos online, and we need more hands-on-deck to promote our culture and achieve our objectives.

Furthermore, the survey shows that most members are willing to participate in the initiation and execution of projects. Hence, it is a good sign and a call to action to accommodate more projects and put systems in place to help guide members (Capacity building) of the User Group through the process of initiating and executing projects that will help us achieve our objectives. Also, measures should be put in place to ensure the monitoring and evaluation of our projects to measure impacts and improve outcomes.

4.0 Conclusion

The reactions of the respondents to the inventory question on the performance of the User group points to the fact that we have the capacity to collaborate, which is very important in our mission. On the other hand, the performance inventory question draws us to our weakness in the area of new media presence and a governance structure. The User Group needs to work on these areas in 2021 to break barriers.

In conclusion, it is expected that the findings in this survey report will help the User Group strategically plan for the year 2021, all geared towards our commitment to promote Igbo language and culture in Wikimedia projects and online.